

**FIG 1**

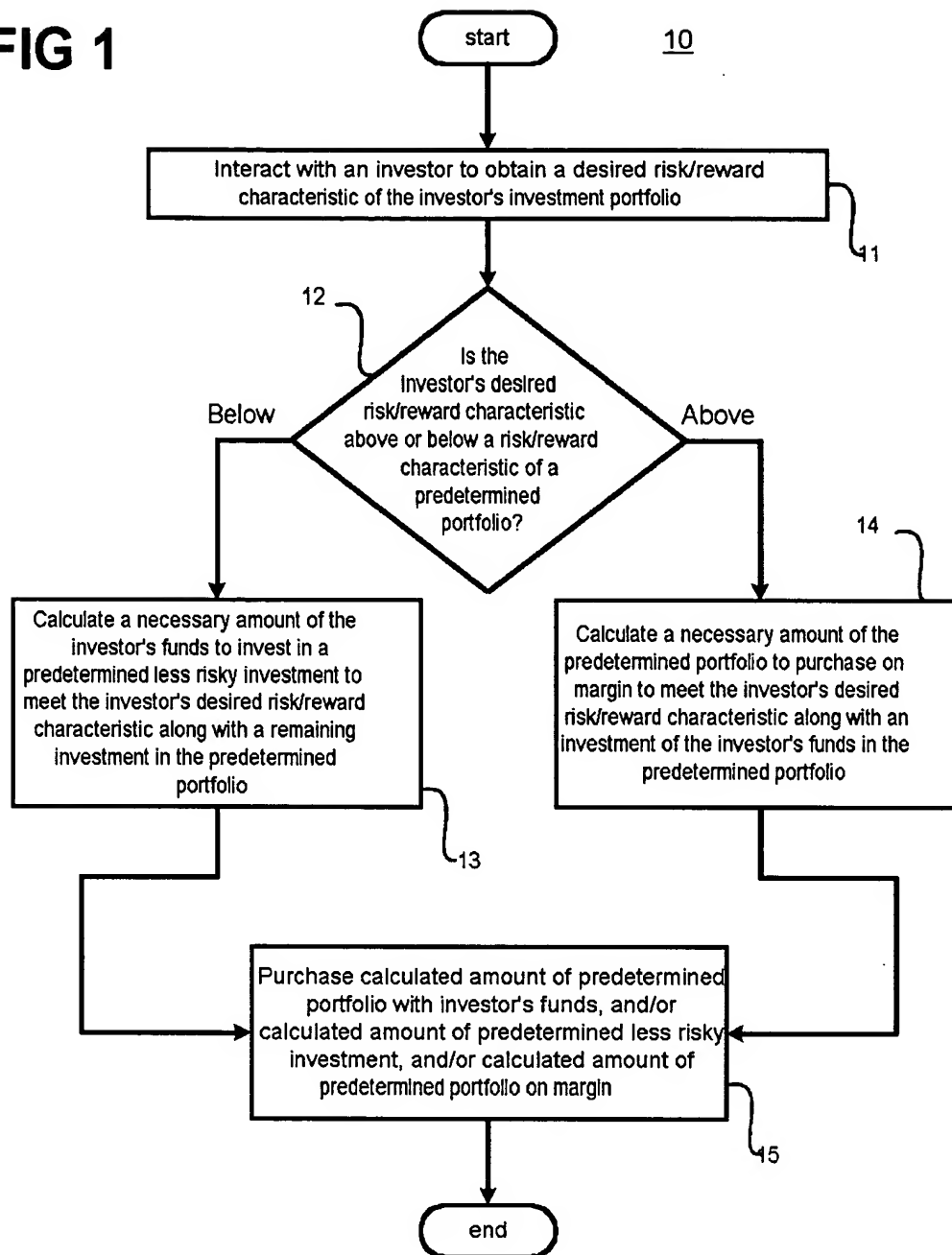
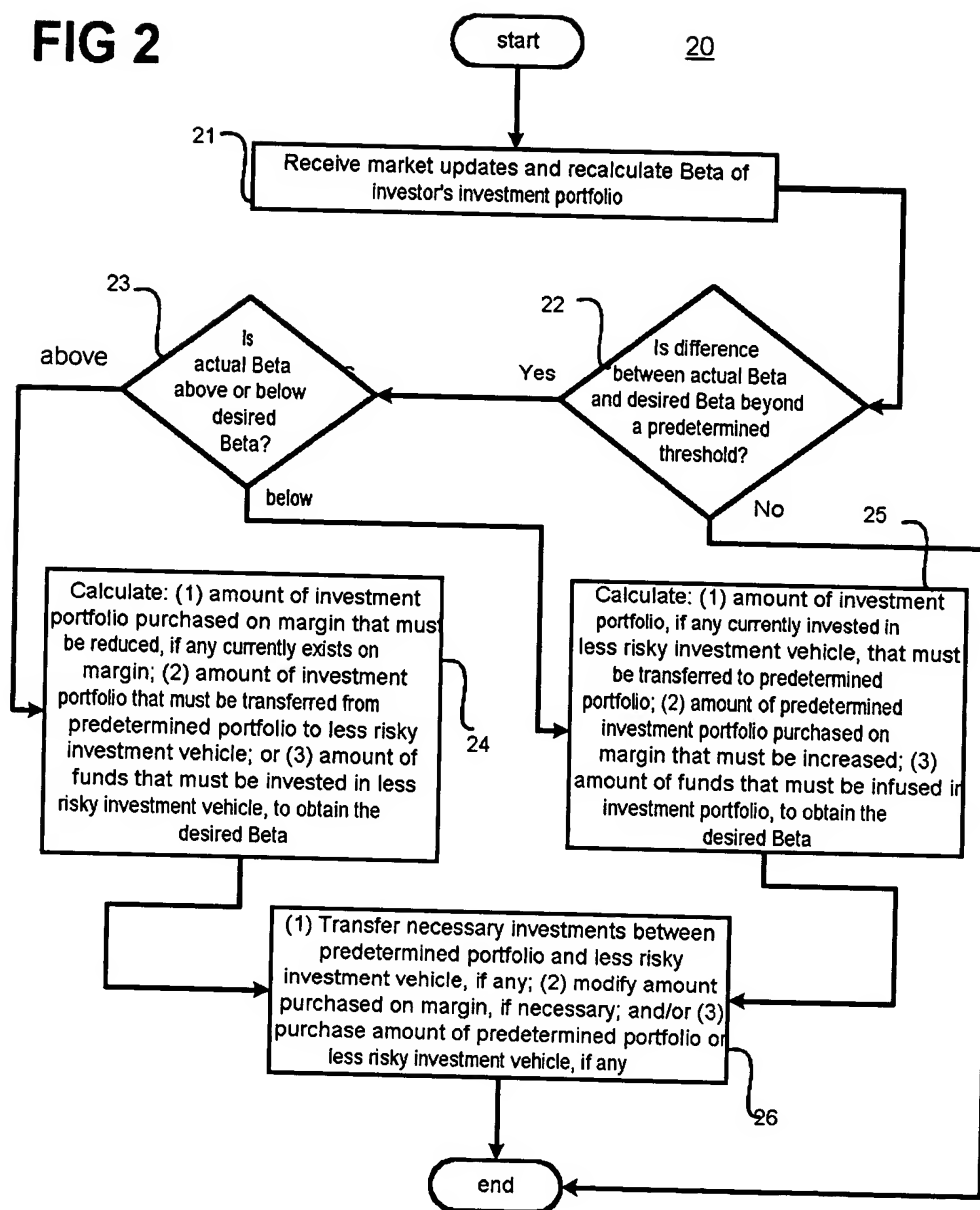


FIG 2



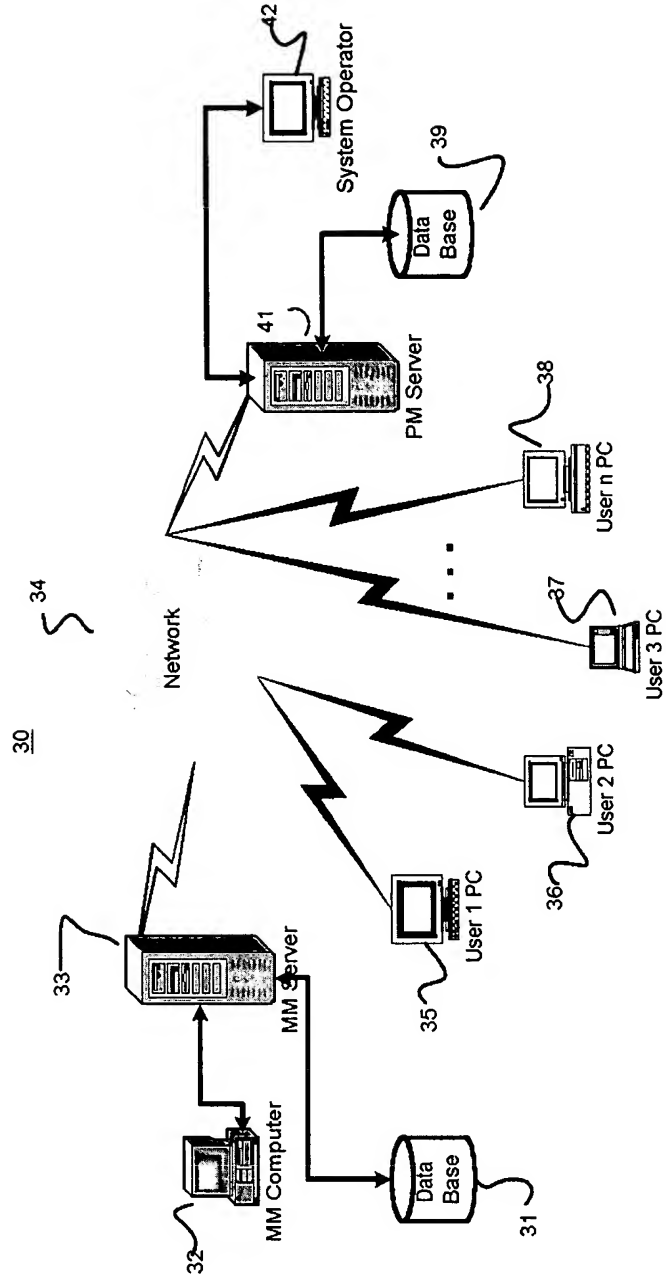
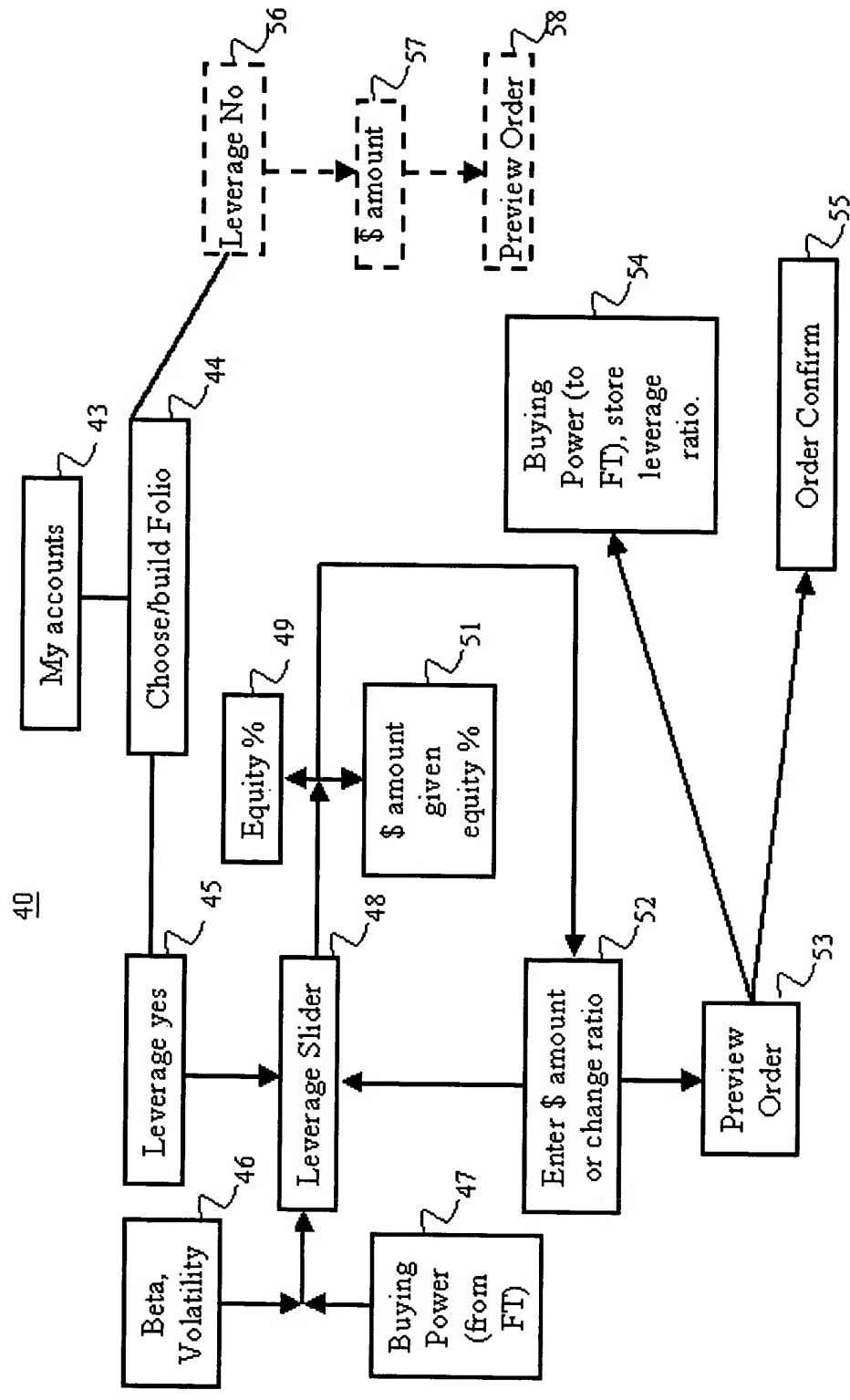


FIG 3

FIG 4 -- Leverage Slider, Create A New Folio



## FIG 5

50

### Create a Folio: Prepare Order

Account:

You have chosen the **FORTUNE Most Admired Folio**.

Cash Available for Trading: \$10,000



Use Leverage to turbo charge you Folio returns. what is leverage?

Leverage Slider

59

Enter the dollar amount to invest in this Folio: \$

Name this Folio:

FORTUNE Most Admired

(Use no more than 25 characters)

Decide what to do with dividends:

- ☒ Reinvest dividends of \$1 or more in the securities that paid them.
- ☐ Put all dividends in my Cash and Money Funds.

Cash dividends of less than \$1 will be deposited in your Cash and Money Funds.

Preview Order

FIG 6

60

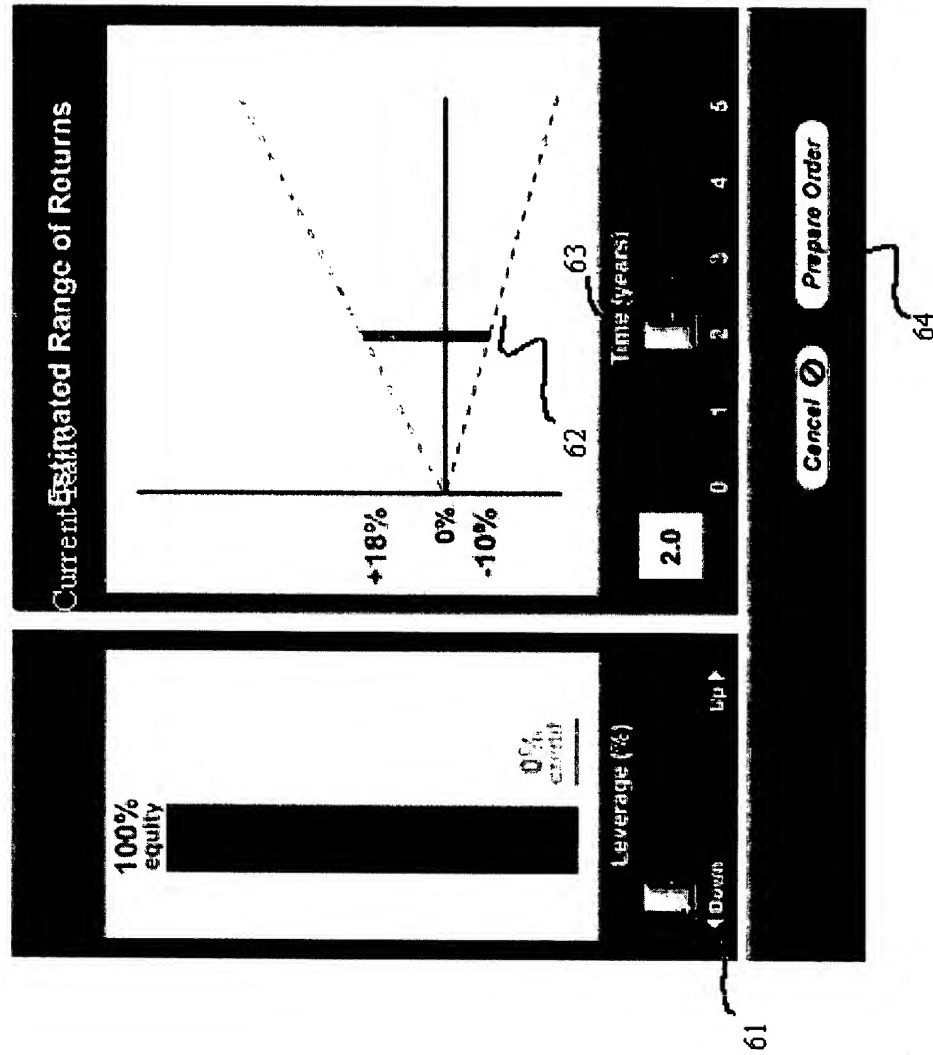
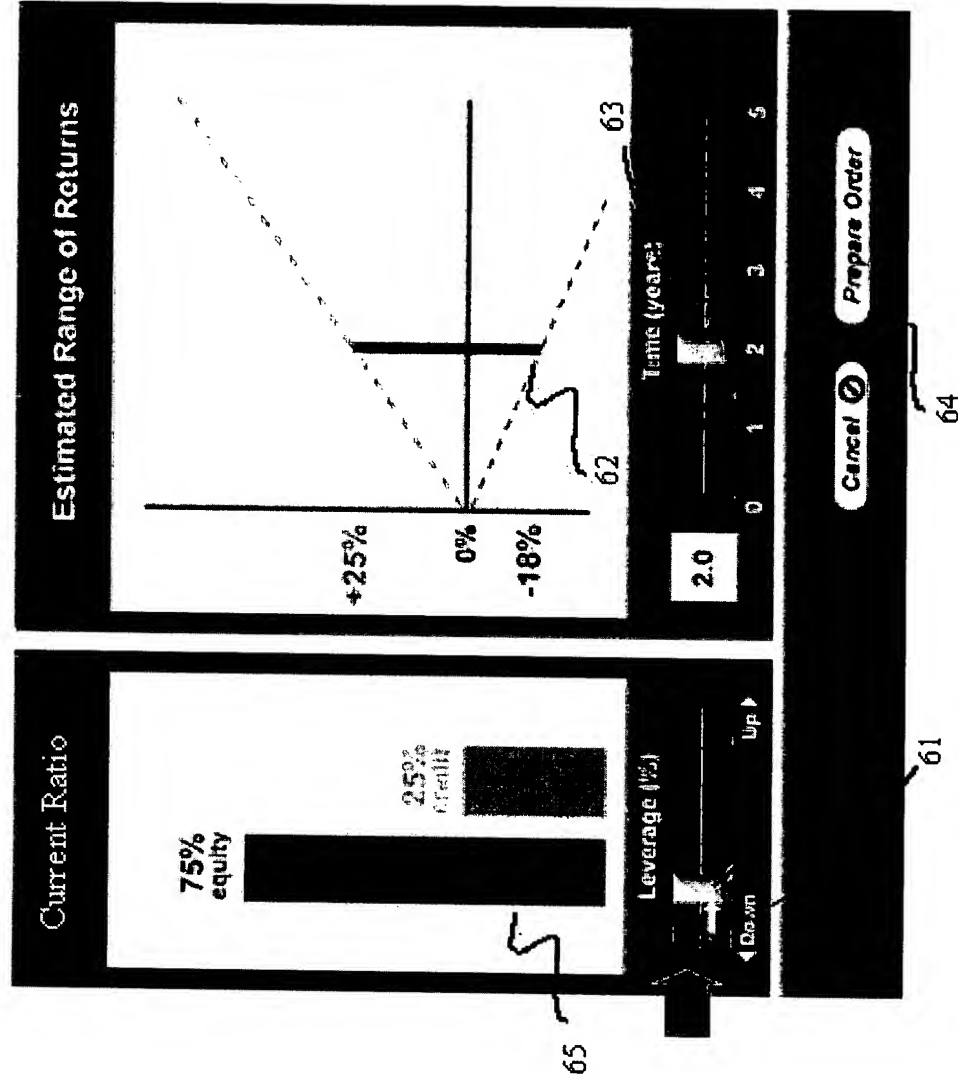


FIG 7

70




## FIG 8


80

### Create a Folio: Prepare Order


Account : Big Dog

You have chosen the FORTUNE Most Admired Folio. 81

82  Using 25% leverage, you can buy up to \$13,333.33 of this Folio.

 How much would you like to buy? \$ \$2,000.00 83

Click the Leverage Slider button to modify the amount of leverage.

Leverage Slider  84

Decide what to do with dividends:

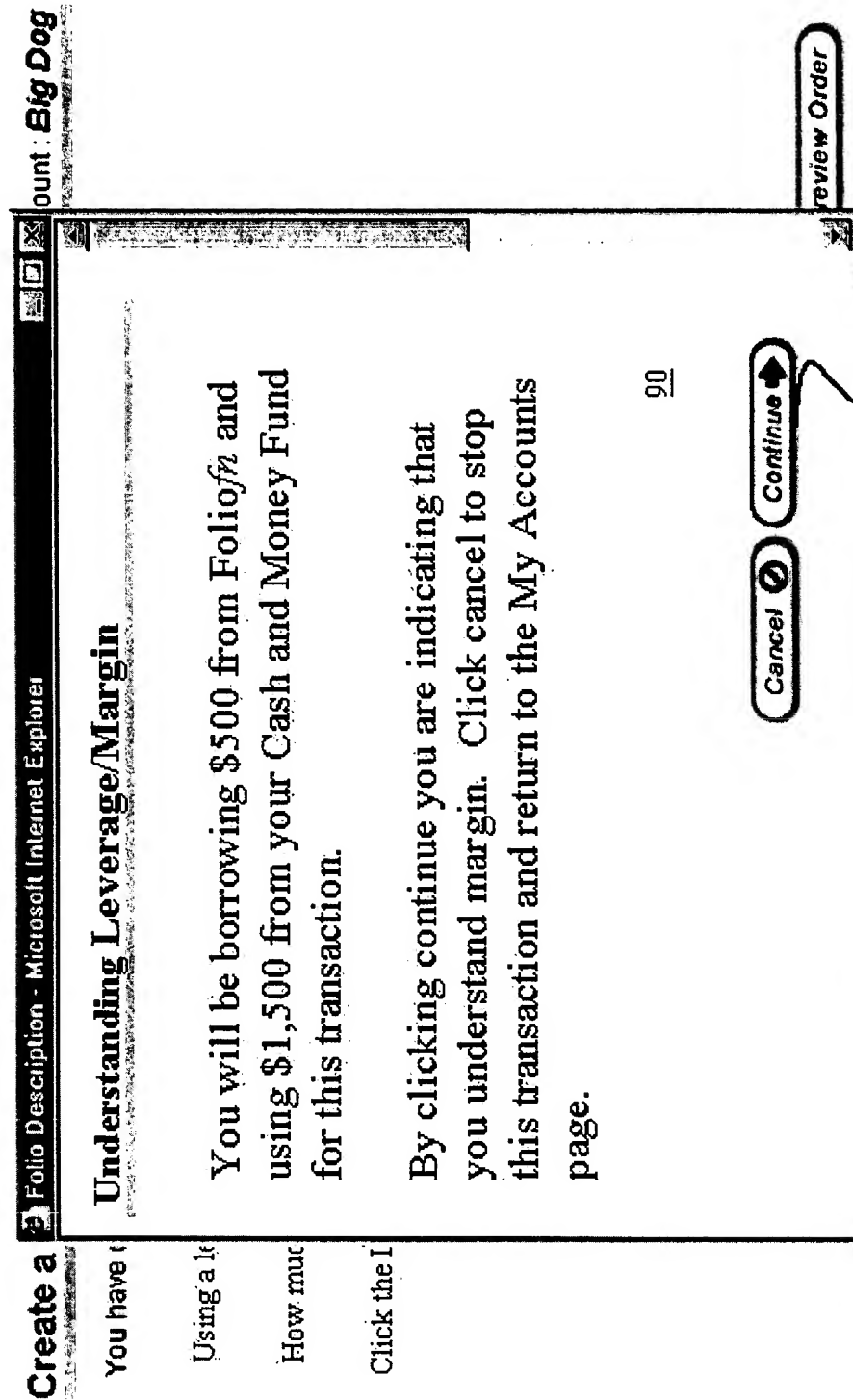
- ☒ Reinvest dividends of \$1 or more in the securities that paid them.
- ☐ Use all dividends to reduce my outstanding margin balance and put any remaining dividends in my Cash and Money Fund.

Cash and dividends of less than \$1 will be deposited in your Cash and Money Fund.

Continue  85



FIG 9



100

**FIG 11 -- Easy Path: Ready-to-go Pre-Leveraged Folios**

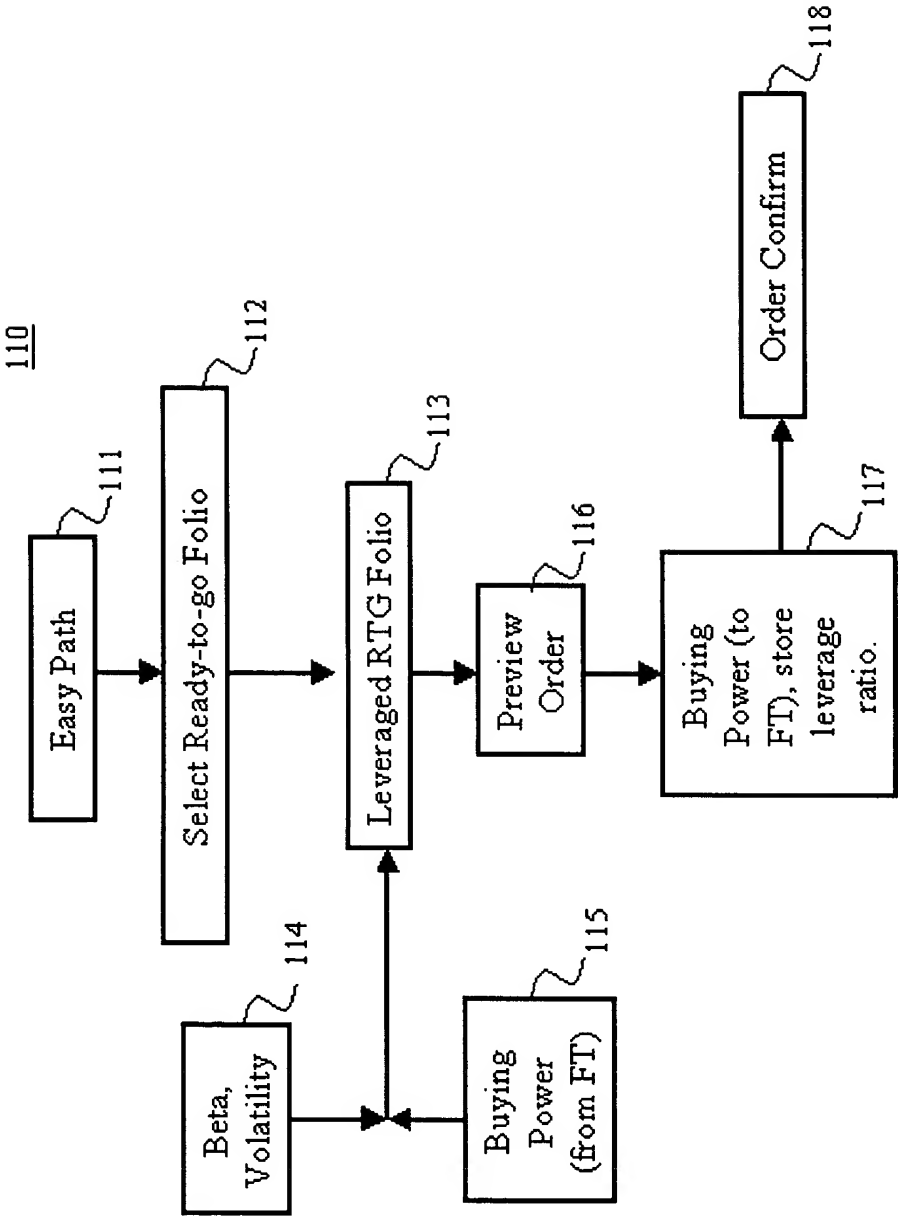


FIG 12

120

### Step 1

In just a few clicks, you'll be browsing through Folios or making your own, free and without obligation! And using play money!

Easy Start shows you just some of our unique services. See all we have to offer in Step 3 by opening a test or real account.

### Step 1: How would you like to invest?

#### Want help selecting a Folio?

- Let us help you select your investments

Answer a few questions and our FOLIO Wizard will suggest Folios that meet your investing goals.

#### Want to pick a Folio or build your own?

- Create your own Folio stock-by-stock

Put your own stock picks in a Folio. You can put one or up to 50 securities in a Folio.

- Choose from our Ready-to-go Folios

We offer over 100 Ready-to-go Folios that cover markets, sectors, risk levels, and more. It's as easy as selecting a mutual or index fund.

#### Steps

Step 1 Choose a way to invest

Step 2 Select or create a Folio.

Step 3 Save your Folio. Test drive it, no obligation, or open an account.

121



**FIG 13**

0110-1

**SOL103**

## Slip 2

### Step 2: Select an investment Pick a Ready-to-go Folio

Ready-to-go Foliios make it very simple to invest. And like mutual funds, you don't need to decide which individual stocks to purchase (although you may do so if you like). Here's a sampling of great starter Foliios.

5. Show all Reagents to go Folios

131

## Our Fastured Folios

**Ready-to-go pre-leveraged folios** **Buy** as the market overall.  
The folio has a beta close to 1. Folio Reviewed: 5/9/01. Folio Changed:  
4/4/01. [more info](#) [stock details](#)

**Buy** FORTUNE Most Admired: A Folio of Stocks Included in the FORTUNE America's Most Admired Companies (SM) Top 10 List as published on February 19, 2001 in FORTUNE® Magazine. [mag.folio.com](http://mag.folio.com) for stock details.

**Buy** **CONGRUITY** A Folio of stocks that have been less risky than the market overall. The folio has a beta lower than 1. Folio Reviewed: 5/9/01. Folio Changed: 4/1/01. more info: stock details

Biotechnology: A Folio of biotechnology stocks. Folio Reviewed: 4/2011.  
Folio Changed: 5/14/00. more info: [stock details](#)

**Buy** **Aggressive** A Folio of stocks that have been more risky than the market overall. The folio has a beta higher than 1. Folio Reviewed: 5/9/01 Folio Changed: 1/21/00, more info, stock details

**Buy** Full 30 The 30 stocks in the Dow Jones Industrial Average. The Dow is one of the oldest and most widely quoted of all market indicators. Folio Reviewed: Concurrent with changes in the Index. Folio Changed: 3/31/00. more info: stock details

## Folios are Flexible

**You can customize Folios anytime before or after purchasing them by changing their stocks or the dollar amount. Easily rebalance them. Or simply leave them as they are.**

**Learn More**

**Redeemable differences between Folios and mutual funds.**

Account Name:	FOLIOfn 401k	Buy:	\$500.00
FOLIO Name:	FORTUNE World Admired	Sell:	\$0.00
		No Commissions on Window Trades:	\$0.00

**Please Note:** We can cancel your order if its market value changes between the time you place the order and the time it is executed. If you haven't specified a "cancel order limit," we set it for you at 5%. Click on "Change Preferences" to modify your cancel order limit setting.

Since you have chosen a target leverage ratio of 25%, this purchase will be made using margin. Please be aware that there are additional costs associated trading on margin.

Trade Type:	Window Trade
Order Type:	Dollar-based
Cancel Order Limit:	5.00%
Target Leverage:	25%

**Change Preferences &**

**Explain This, Page**

check dollar amount.  
If it's wrong go to the proper section and click "Cancel" or "Modify".

**Phosphor**  
**Insoluble**

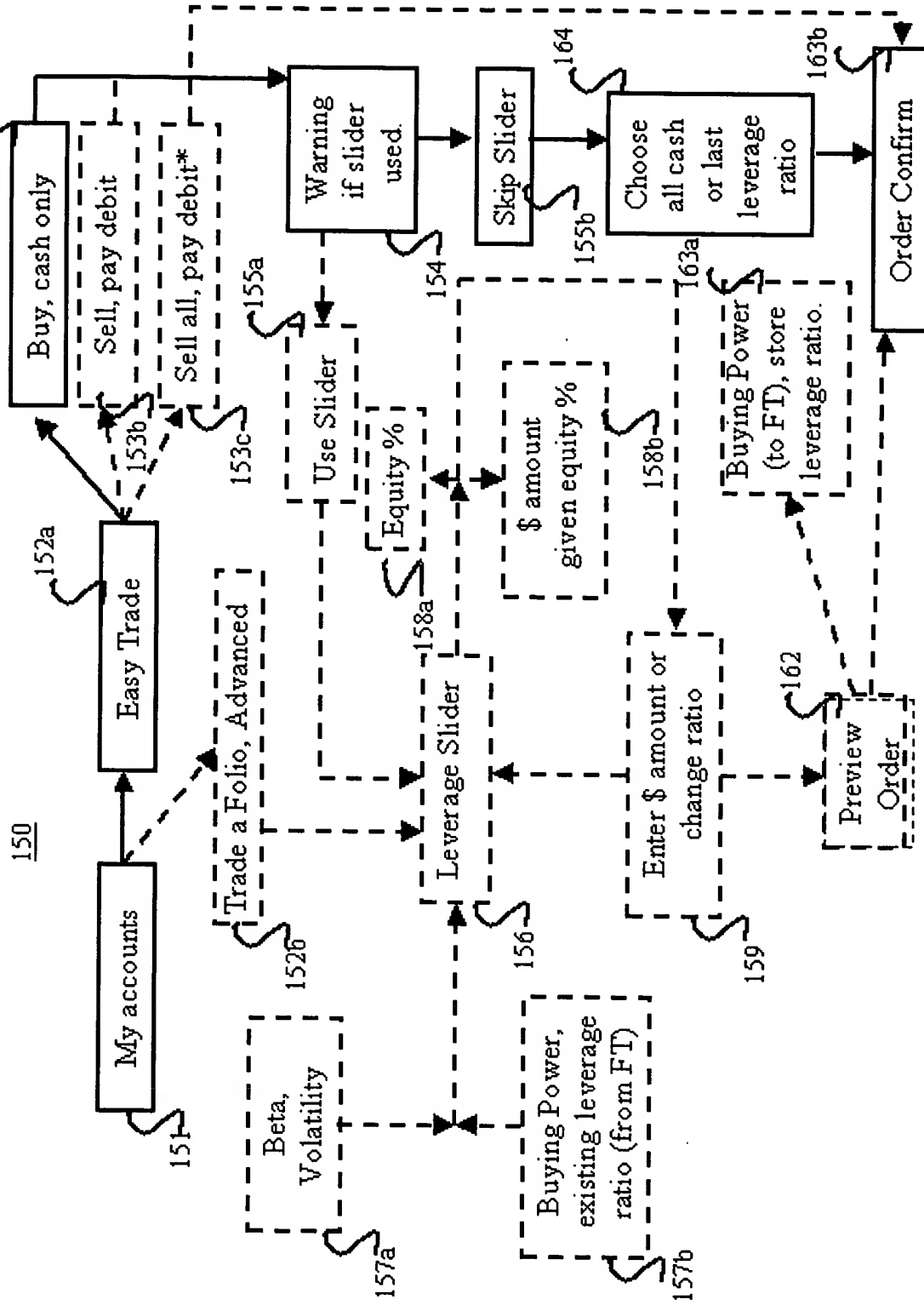
**Due to rounding, the total price of each quantity may not add up exactly to the order amount.**

**Sorting**  
Two sort columns:  
click on headings.

**Changes to your Membership and**

**FIG 14**

FIG 15 -- Leverage Slider, Easy Trade Buy




## FIG 16

160

### Easy Trade

To buy or sell, choose an action, enter a dollar amount, and click "Preview Order." Your dollar order will be spread across your FOLIO's securities in proportion to their values as of the time you place your order.


☐ Buy ☐ Sell

161 
 165

Account

FOLIO:

To sell all of the FOLIO, choose "Sell All" and click "Preview Order."

☐ Sell All

167

Market Value:

Cash available for trading:

168

Preview Order

### Advanced Trade

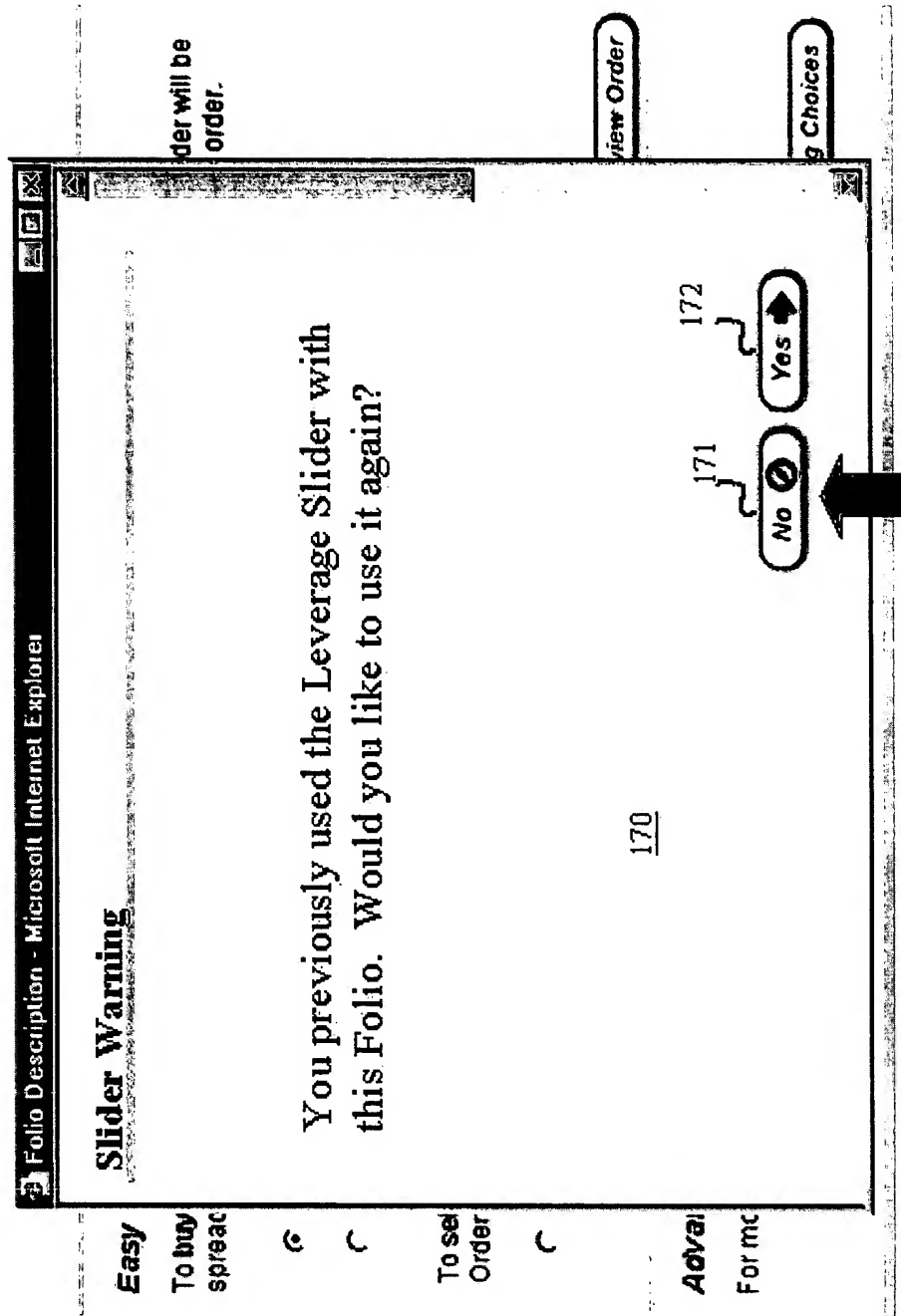
For more advanced trading options, click "More Trading Choices."

More Trading Choices

169



FIG 17



180

FIG 19

190

**Order Overview**

Account Name:	Big Dog	Buy:	\$2,000.00
FOLIO Name:	FORTUNE Most Admired	Sell:	\$0.00

192

**Buy/Sell Details**

Buy using Cash	\$2,000.00	Total Sell	\$0.00
Buy using Margin	\$0.00	Sell Paid to Cash	\$0.00
Total Buy	\$2,000.00	Sell Paid to Margin	\$0.00

193

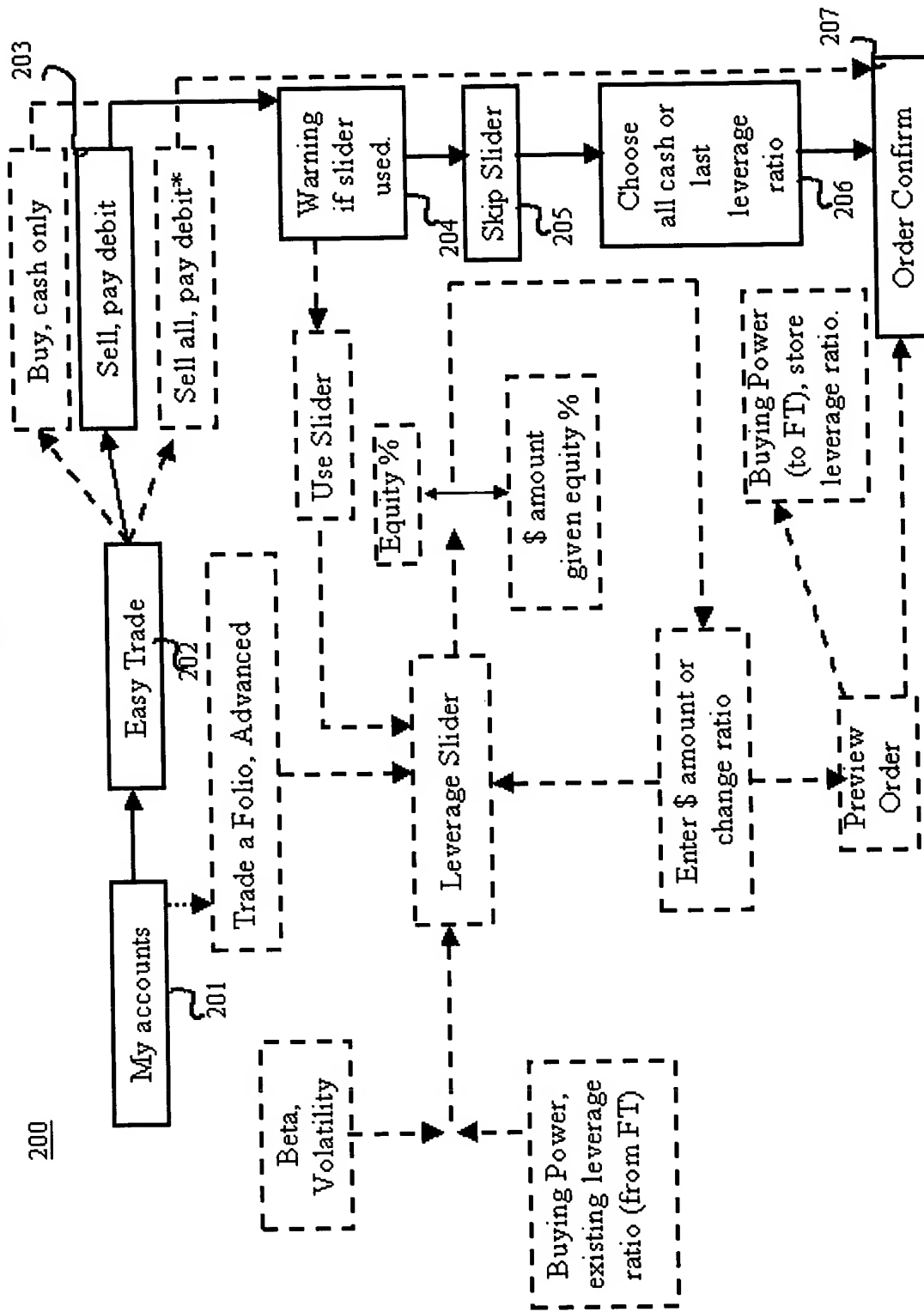
**Margin Details**

Target Margin	\$500.00	Total Equity	\$3,500.00
Current Margin	\$500.00	Target Percent Margin	12.50%

**Other Fees**

		Commission Fees:	\$0.00
		SEC Fees:	\$0.00
		Net Change in Cash Fund:	(\$2,000.00)

**FIG 20 -- Leverage Slider, Easy Trade Sell**



**FIG 21**

210

**Easy Trade**

To **buy or sell**, choose an action, enter a dollar amount, and click "Preview Order." Your dollar order will be spread across your FOLIO's securities in proportion to their values as of the time you place your order.

☐ Buy  
☒ Sell

\$

To sell all of the FOLIO, choose "Sell All" and click "Preview Order."

☐ Sell All

Account:

FOLIO:

Market Value:

Cash available for trading:

Preview Order

**Advanced Trade**

For more advanced trading options, click "More Trading Choices."

More Trading Choices

FIG 22

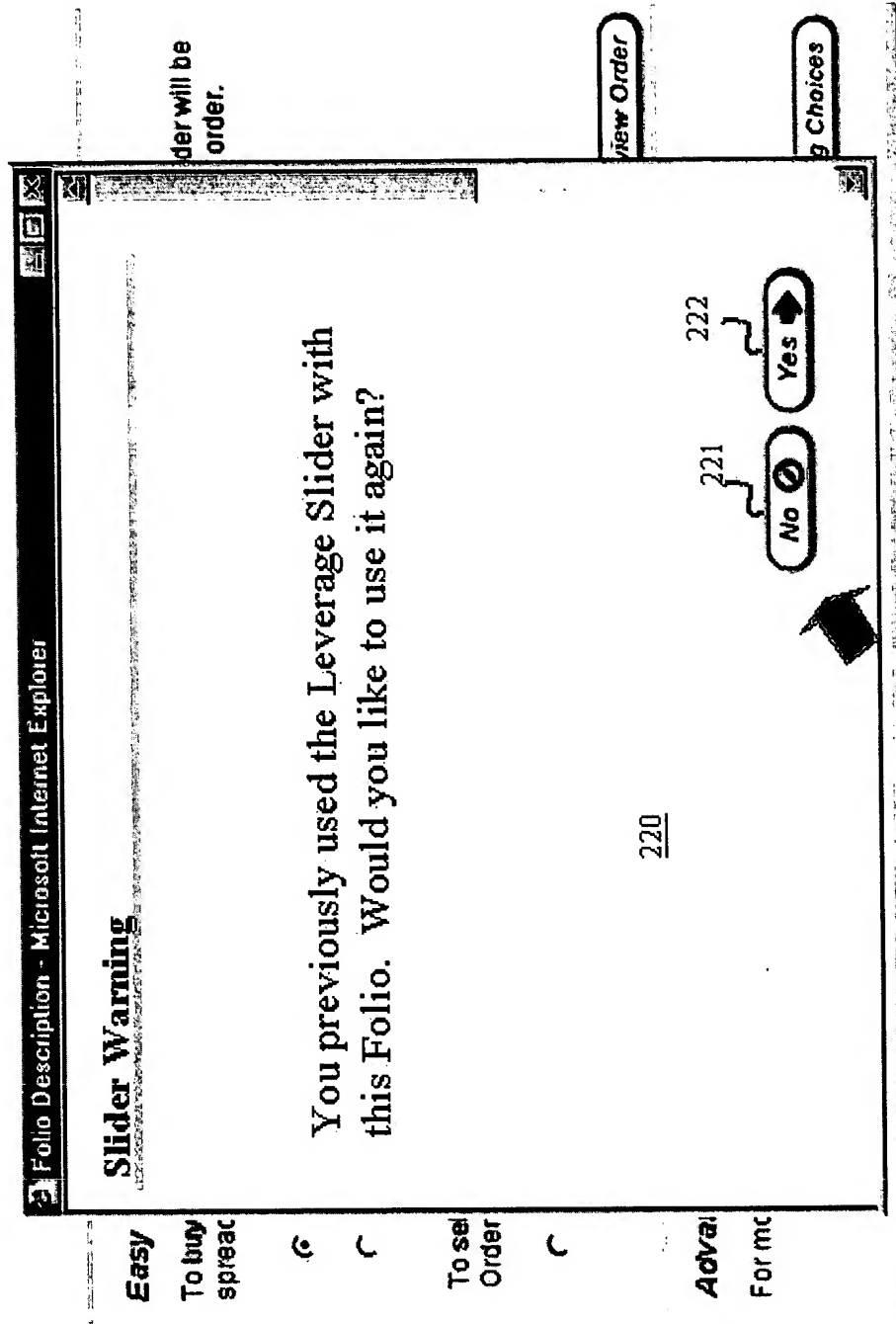


FIG 23

Count : Big Dog

Review Order

Create a Folio Description - Microsoft Internet Explorer

Understanding Margin

Read this and click the box indicating that you know what you are doing.

You are selling \$100 of this Folio. What should we do with the \$100?

X

Use the \$100 to pay down margin and put anything left over into cash.

231

Put the entire \$100 into cash.

232

233

230

Continue

- 67 -

240



FIG 25

250**Order Overview**

Account Name:	Big Dog	Buy:	
FOLIO Name:	FORTUNE Most Admired	Sell:	\$100.00

**Buy/Sell Details**

Buy using Cash	\$0.00	Total Sell	\$100.00
Buy using Margin	\$0.00	Sell Paid to Cash	\$0.00
Total Buy	\$0.00	Sell Paid to Margin	\$100.00

**Margin Details**

Target Margin	\$400.00	Total Equity	\$3,500.00
Current Margin	\$500.00	New Percent Margin	10.26%

**Other Fees**

		Commission Fees:	\$0.00
		SEC Fees:	\$0.00
		Net Change in Cash Fund:	0.00

FIG 26 -- Leverage Slider, Advanced Trade

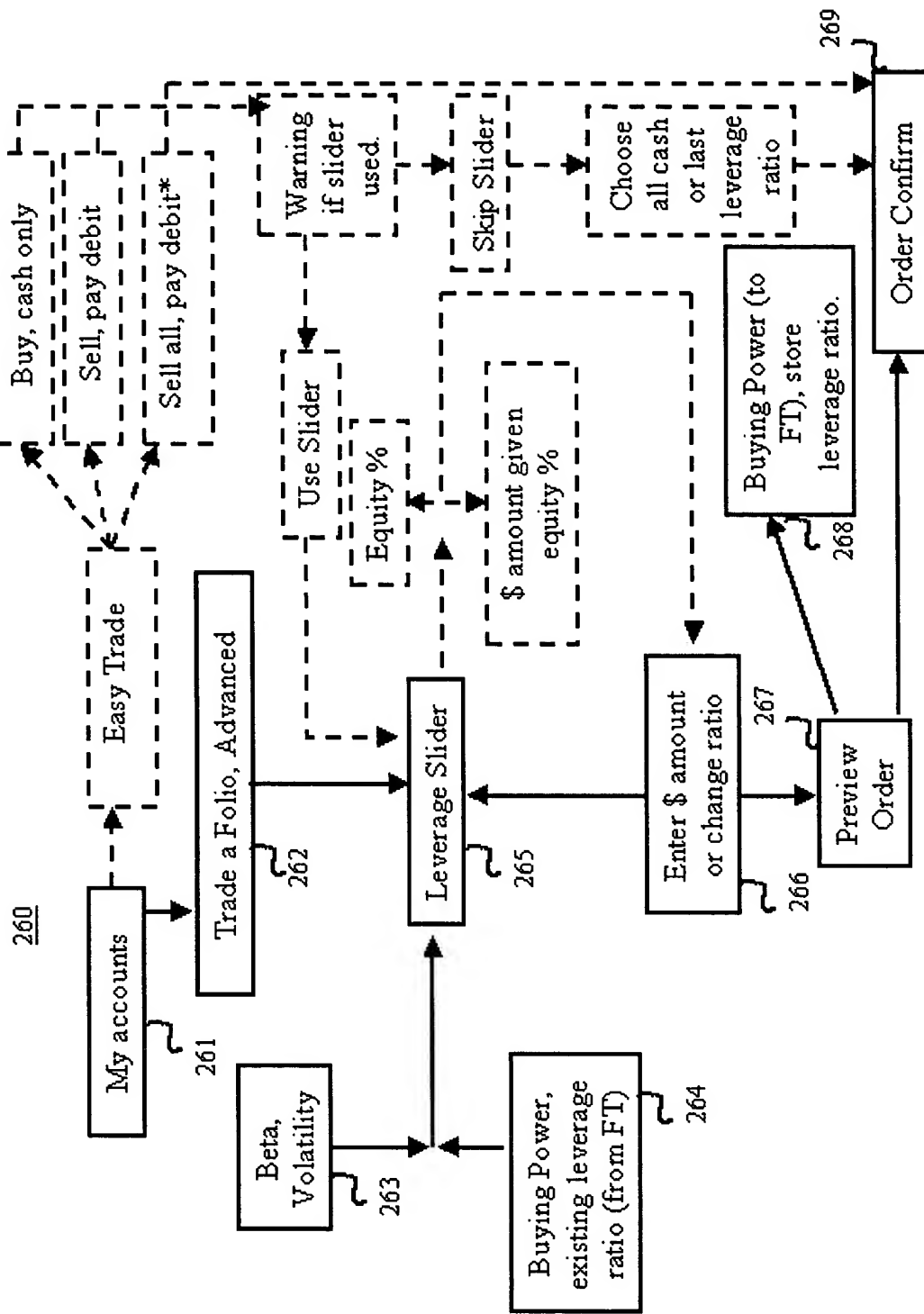






















FIG 27

270

 <p><u>Rebalance:</u></p>	<p><b>Tune-up my FOLIO</b> Buy or sell and change my FOLIO's securities back to the proportions they were. <u>see example</u></p>	<p>Past FOLIO</p>  <p>Today's FOLIO</p>  <p>FOLIO Showing Change</p> 
 <p><u>Dollar Cost Average:</u></p>	<p><b>For buys only</b> Divide the amount of my buy according to the proportions of my FOLIO's securities as they were. <u>see example</u></p>	<p>Past FOLIO</p>  <p>Today's FOLIO</p>  <p>FOLIO Showing Change</p> 
 <p><u>Custom Modify:</u></p>	<p><b>Take total control</b> I want to choose particular securities to buy or sell. <u>see example</u></p>	<p>Past FOLIO</p>  <p>Today's FOLIO</p>  <p>FOLIO Showing Change</p> 
 <p><u>Exchange:</u></p>	<p><b>Update or swap my FOLIO</b> Get the current version of a Ready-to-go FOLIO, or exchange your FOLIO for a Watch FOLIO or a different FOLIO. <u>see example</u></p>	<p>Past FOLIO</p>  <p>Today's FOLIO</p>  <p>FOLIO Showing Change</p> 
 <p><u>Leverage Slider:</u></p>	<p><b>The Power of FOLIO Leverage</b> Use the Folio Leverage Slider to change the expected risk and returns without changing the proportions. <u>see example</u></p>	<p>Past FOLIO</p>  <p>Today's FOLIO</p>  <p>FOLIO Showing Change</p> 

271

FIG 28

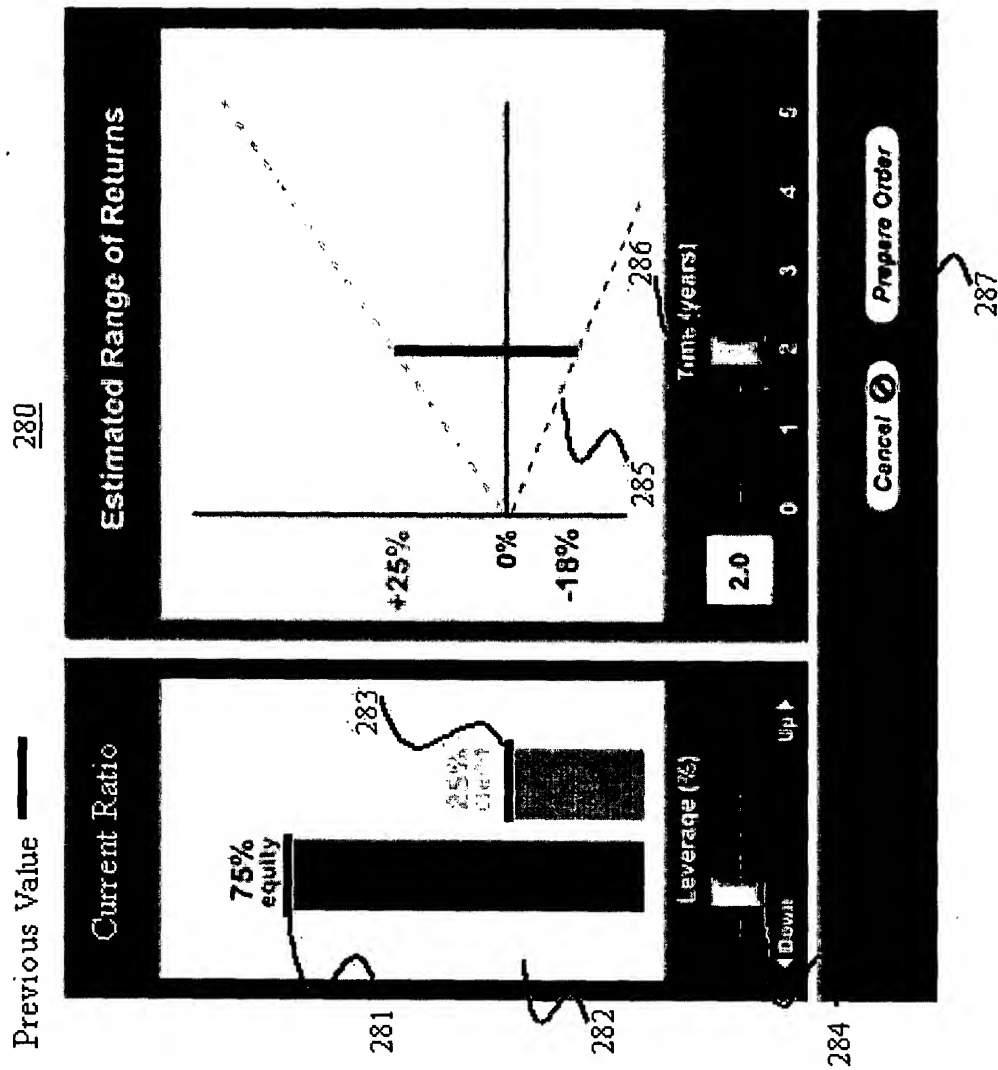
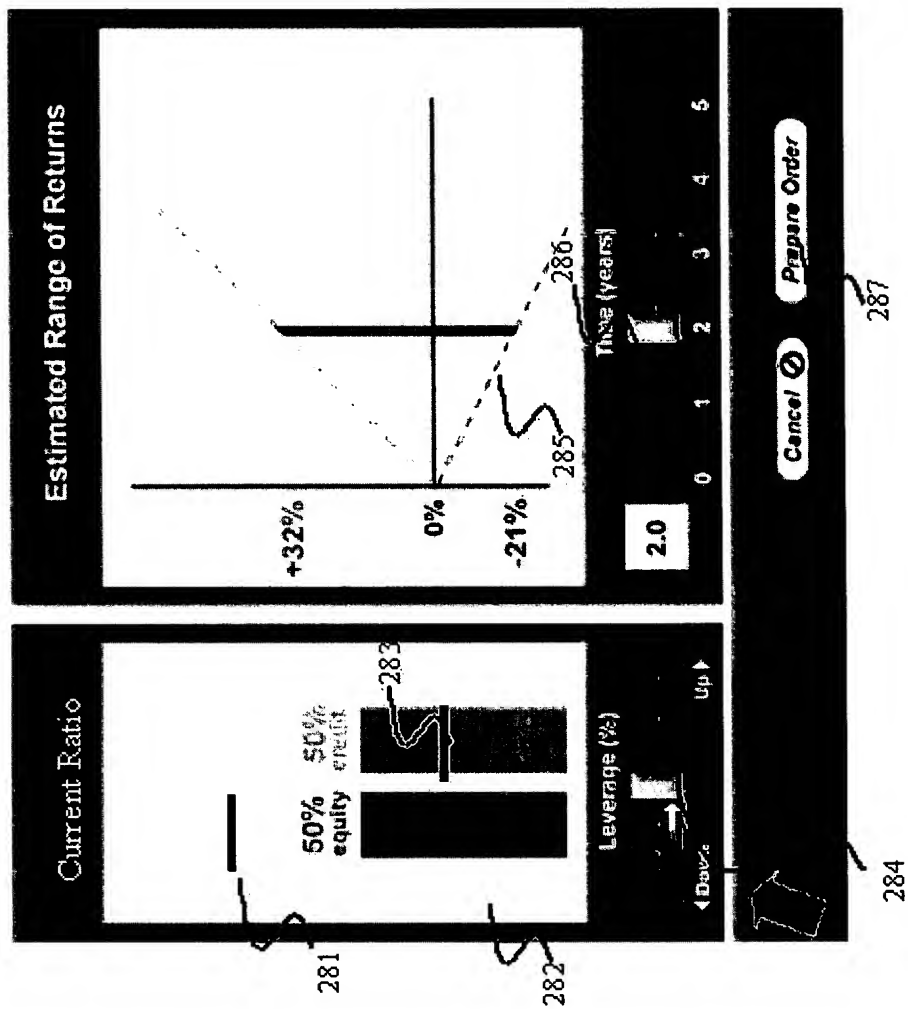


FIG 29

280



## FIG 30

### Create a Folio: *Prepare Order*

300

Account: **Big Dog**

You have chosen the **FORTUNE Most Admired Folio.**

301

Using a leverage ratio of 50%, you can buy up to \$XX,XXX.XX of this Folio.

How much would you like to buy? \$2,000.00

303

Click the Leverage Slider button the increase or decrease Leverage.

Leverage Slider

304

Decide what to do with dividends:

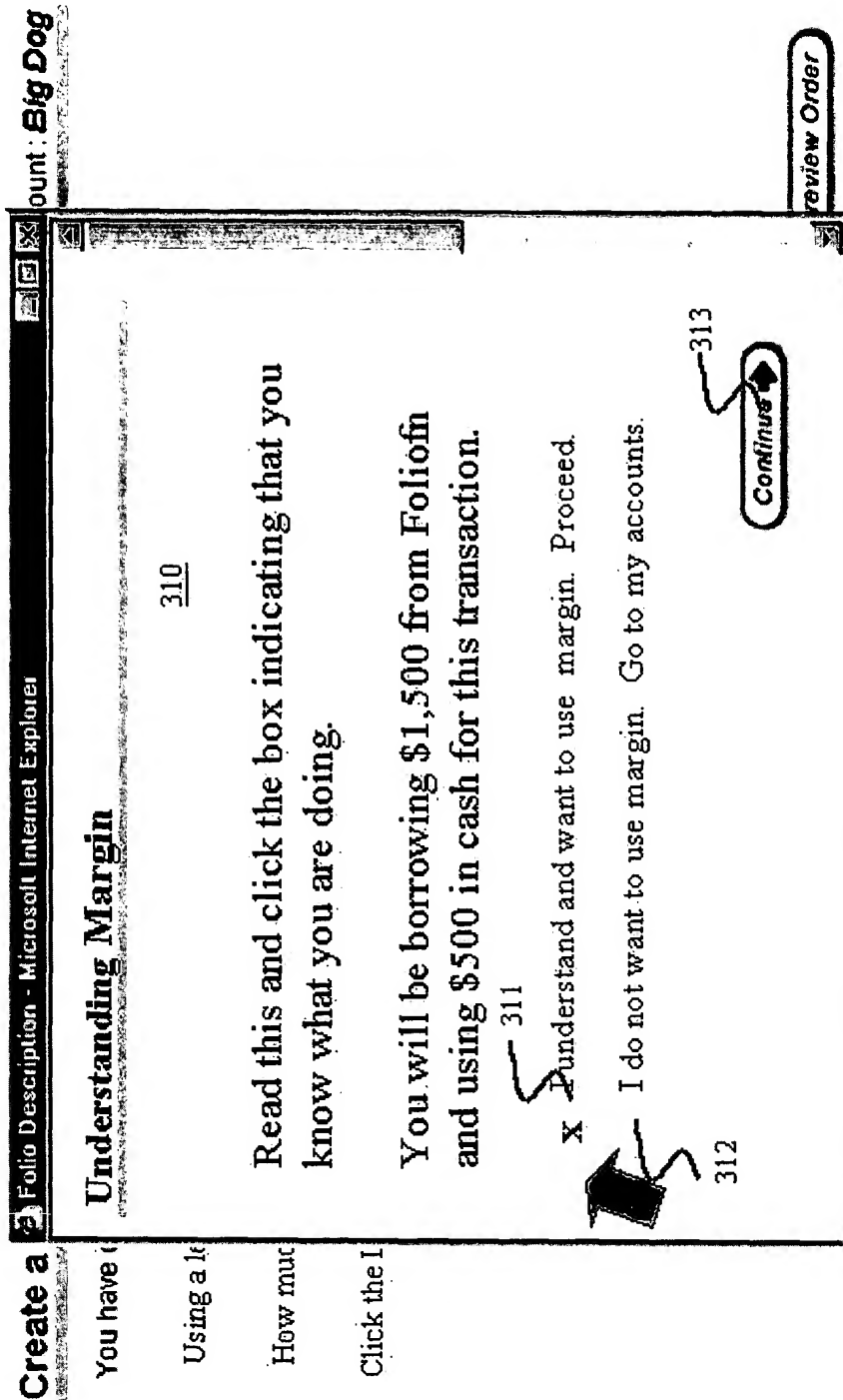
- ☒ Reinvest dividends of \$1 or more in the securities that paid them.
- ☐ Put all dividends in my Cash and Money Funds.

Cash dividends of less than \$1 will be deposited in your Cash and Money Funds.

Preview Order

305

FIG 31



- 76 -



FIG 33

**Order Overview**

Account Name:	Big Dog	Buy:	\$2,000.00
FOLIO Name:	FORTUNE Most Admired	Sell:	

**Buy/Sell Details**

Buy using Cash	\$500.00	Total Sell	\$0.00
Buy using Margin	\$1,500.00	Sell Paid to Cash	\$0.00
Total Buy	\$2,000.00	Sell Paid to Margin	\$0.00

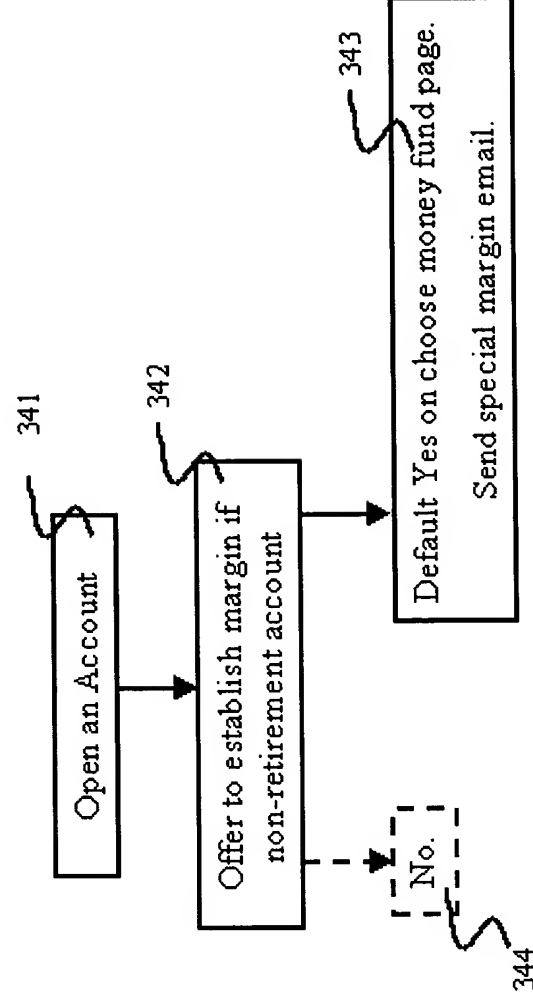
**Margin Details**

Target Margin	\$2,000.00	Total Equity	\$2,000.00
Current Margin	\$500.00	New Percent Margin	50.00%

**Other Fees**

		Commission Fees:	\$0.00
		SEC Fees:	\$0.00
		Net Change in Cash Fund:	(\$500.00)

**FIG 34 -- Margin and Account Opening**



340

## FIG 35

### Open Your Account: *Money Management*

350

#### Fund for Cash

Please choose a fund to keep your cash in. By selecting a fund, you agree that you have read and understand the fund prospectus.

For best results, you will need Adobe® Acrobat® Reader 4.0 or higher to view and print the prospectus. If Acrobat is installed on your computer, the program will automatically launch when you click on the prospectus. If you need to install Acrobat, click the "Get Acrobat Reader" button.



#### Please select a fund:

- ☐ General Money Market Fund
- ☐ Municipal Money Market Fund
- ☐ U.S. Government Fund

#### Margin

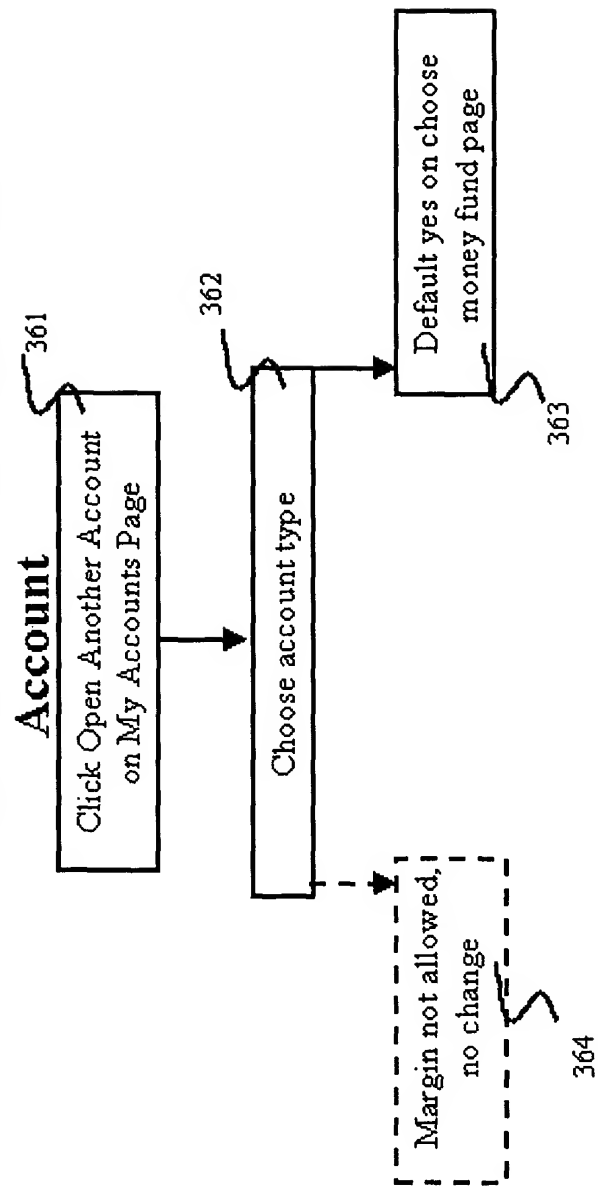
Please be sure you have read the customer agreement and understand the risks of investing on margin. Click here for more info.

☒ Allow margin in this account.

☐ Do not allow margin in this account.

351

**FIG 36 -- Margin and Add New (additional)**



360

## FIG 37

### Open Your Account: *Money Management*

370

#### Fund for Cash

Please choose a fund to keep your cash in. By selecting a fund, you agree that you have read and understand the fund prospectus.

For best results, you will need Adobe® Acrobat® Reader 4.0 or higher to view and print the prospectus. If Acrobat is installed on your computer, the program will automatically launch when you click on the prospectus. If you need to install Acrobat, click the "Get Acrobat Reader" button.



#### Please select a fund:

- ☐ General Money Market Fund
- ☐ Municipal Money Market Fund
- ☐ U.S. Government Fund

#### Margin

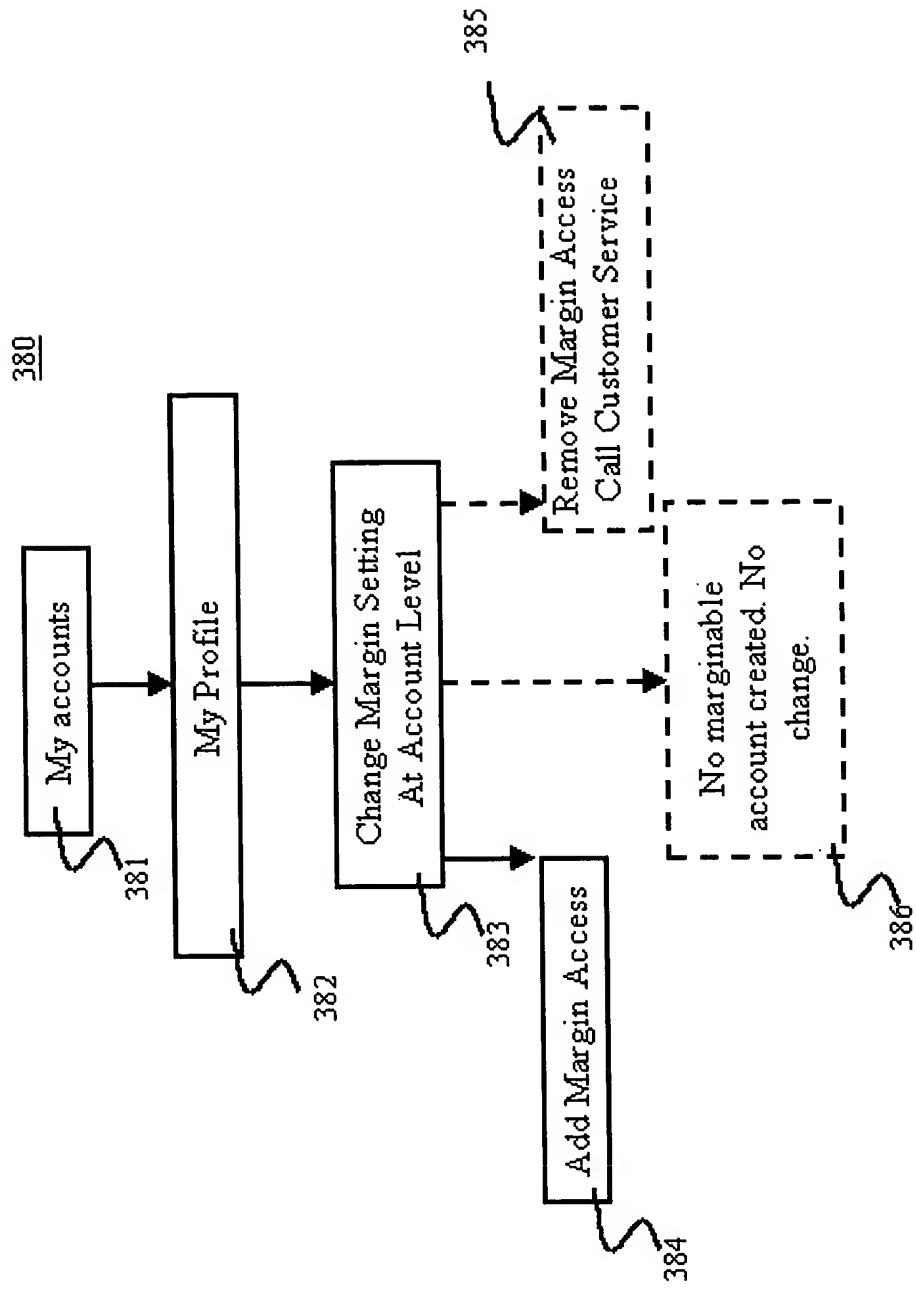
Please be sure you have read the customer agreement and understand the risks of investing on margin. Click here for more info.

☒ Allow margin in this account.

☐ Do not allow margin in this account.

371

**FIG 38 -- Margin Profile**



# FIG 39

## Account Information

390

Account Name: Jay's Day Trader (#MA000007003)

K J Papp

Jason Rockelein (TIC)

My Access Level: Account Creator

Change: [Account Name](#) | [Cancel Order Limit](#) | [Stock Exclusions](#) | [Add Margin](#)  
[Tax Lot Selection](#) | [Fund for Cash](#) | [Close Account](#)

 **231 FOLIO** (#MA00000700323)

Change: [FOLIO Name](#) | [Dividend](#) | [Close FOLIO](#)

 **Dow FOLIO** (#MA00000700330)

Change: [FOLIO Name](#) | [Dividend](#) | [Close FOLIO](#)


Account Name: Jay's IRA (#MA000000001)

K J Papp

Jason Rockelein (TIC)

My Access Level: Account Creator

Change: [Account Name](#) | [Cancel Order Limit](#) | [Stock Exclusions](#)  
[Tax Lot Selection](#) | [Fund for Cash](#) | [Close Account](#)

 **231 FOLIO** (#MA00000700323)

Change: [FOLIO Name](#) | [Dividend](#) | [Close FOLIO](#)

## FIG 40

### Margin Borrowing

400

Margin is not currently authorized for this account. To learn more about margin click more info or click customer agreement.

Please click the Margin Access button to add margin for this account. By clicking this you agree that you have read the customer agreement and that you understand the risks of margin.

Margin Access

401



FIG 41

410

**Change Account: Review**

You are about to add margin to this account. Are you sure you want to do this?

No ☐ Yes ☐

411

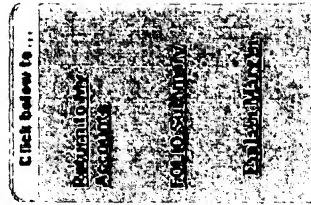


FIG 42 -- Margin Profile

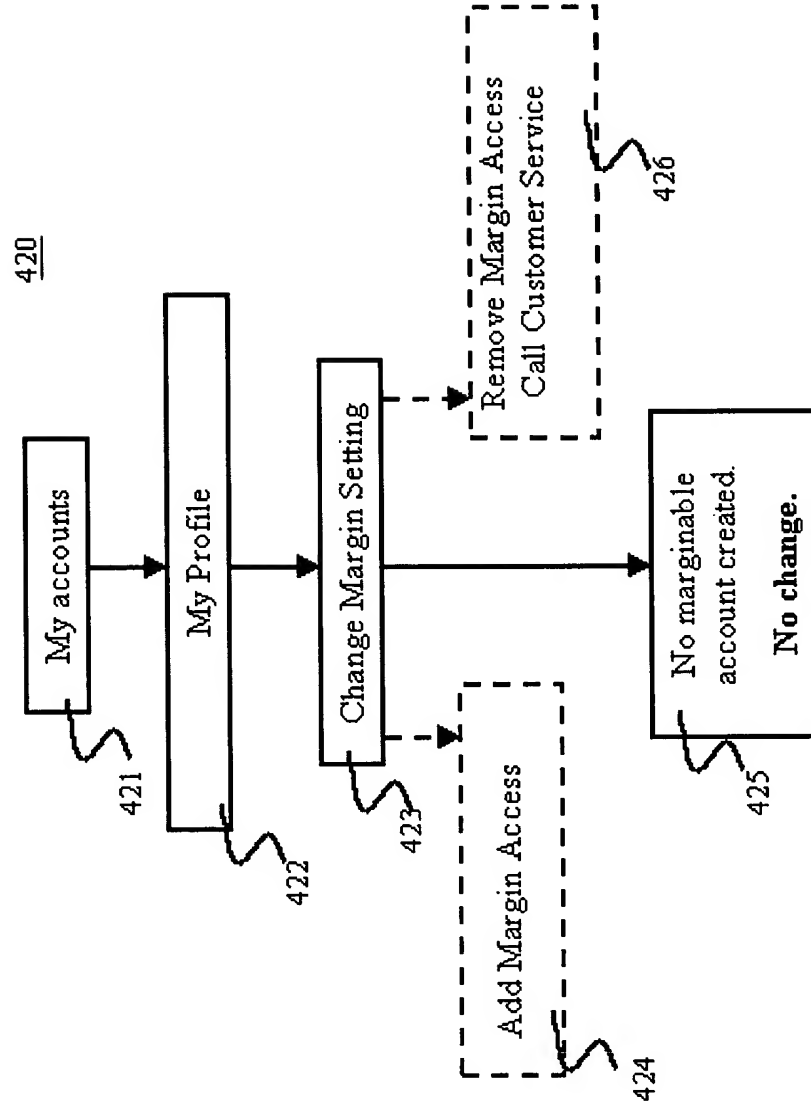
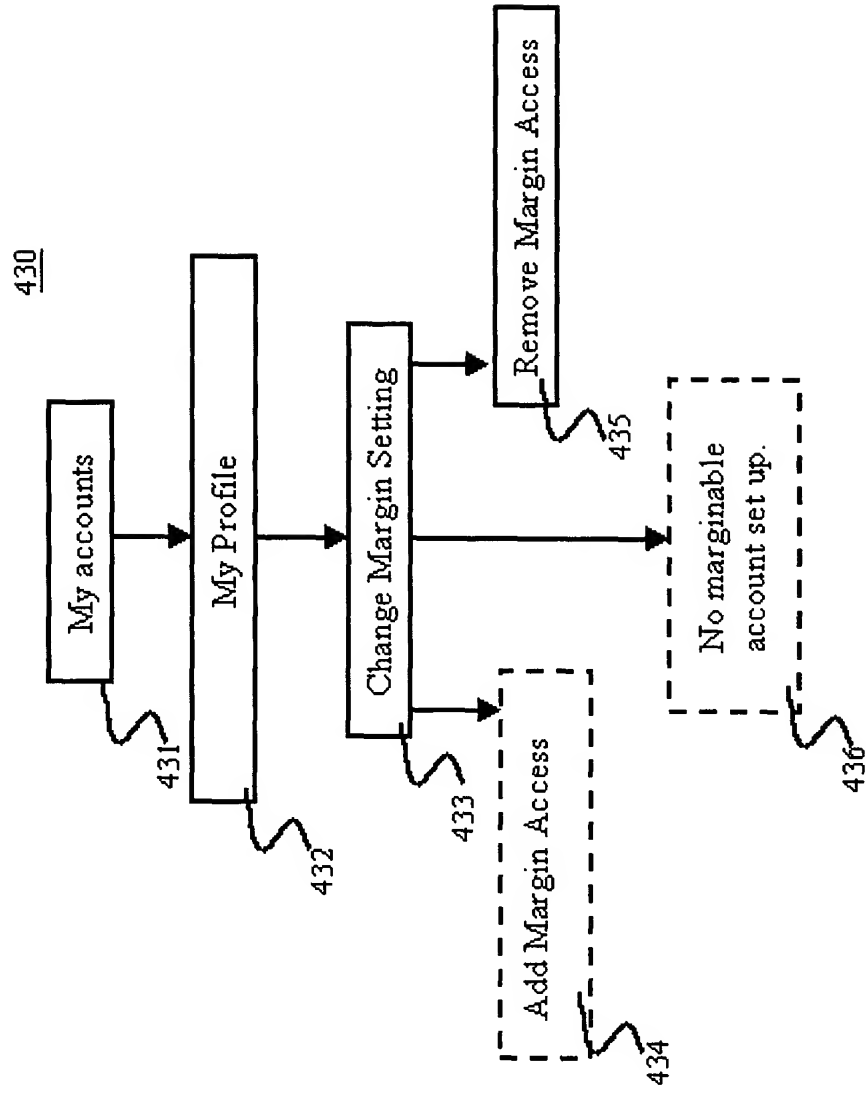


FIG 43 -- Margin Profile



## FIG 44

440

### Account Information

Account Name: Jay's Day Trader (#MA00007003)

KJ Papp

Jason Rockelein (TIC)

My Access Level: Account Creator

Change: [Account Name](#) | [Cancel Order Limit](#) | [Stock Exclusions](#) | [Remove Margin](#)  
[Tax Lot Selection](#) | [Fund for Cash](#) | [Close Account](#)

 **231 FOLIO** (#MA0000700323)

Change: [FOLIO Name](#) | [Dividend](#) | [Close FOLIO](#)

 **Dow FOLIO** (#MA0000700330)

Change: [FOLIO Name](#) | [Dividend](#) | [Close FOLIO](#)

Account Name: Jay's IRA (#MA000000001)

KJ Papp

Jason Rockelein (TIC)

My Access Level: Account Creator

Change: [Account Name](#) | [Cancel Order Limit](#) | [Stock Exclusions](#)  
[Tax Lot Selection](#) | [Fund for Cash](#) | [Close Account](#)

 **231 FOLIO** (#MA0000700323)

Change: [FOLIO Name](#) | [Dividend](#) | [Close FOLIO](#)

## Change Account: Review

450

### Margin

To remove margin from this account select the appropriate button below and click on the continue button. Click here for more info.

☐ Allow margin in this account.

☒ Do not allow margin in this account.

Continue 

451

FIG 45

**FIG 46 -- Margin Profile**

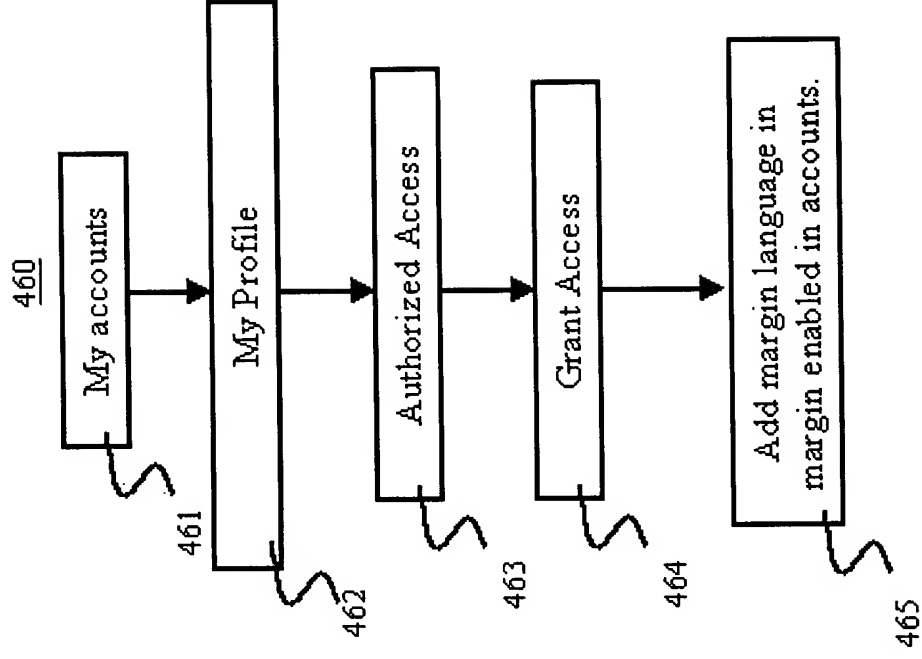


FIG 47

470

To grant another FOLIOfn member access to your account, please enter the member's user name, date of birth, and the access level you want to grant.

**Grant access to this account:**

**Grant access to this member:**

Please enter the member's user name:

Please enter the member's date of birth:

 /  /  (mm/dd/yyyy)

**Please select an access level:**

☐ **Account Manager** [more info](#)

Can view the account, trade, transfer money, and vote proxies.

☐ **Trader** [more info](#)

Can view the account, trade, and transfer money.

☐ **Money Mover** [more info](#)

Can view the account and transfer money.

☐ **Detail Level Viewer** [more info](#)

Can view the account details, such as balances, transaction history, order status, and holdings.

☐ **Summary Level Viewer** [more info](#)

Can view the total balance and the FOLIO balances.

trade on margin,

including  
available to  
withdraw

**FIG 48 -- Margin and Account  
Summary**

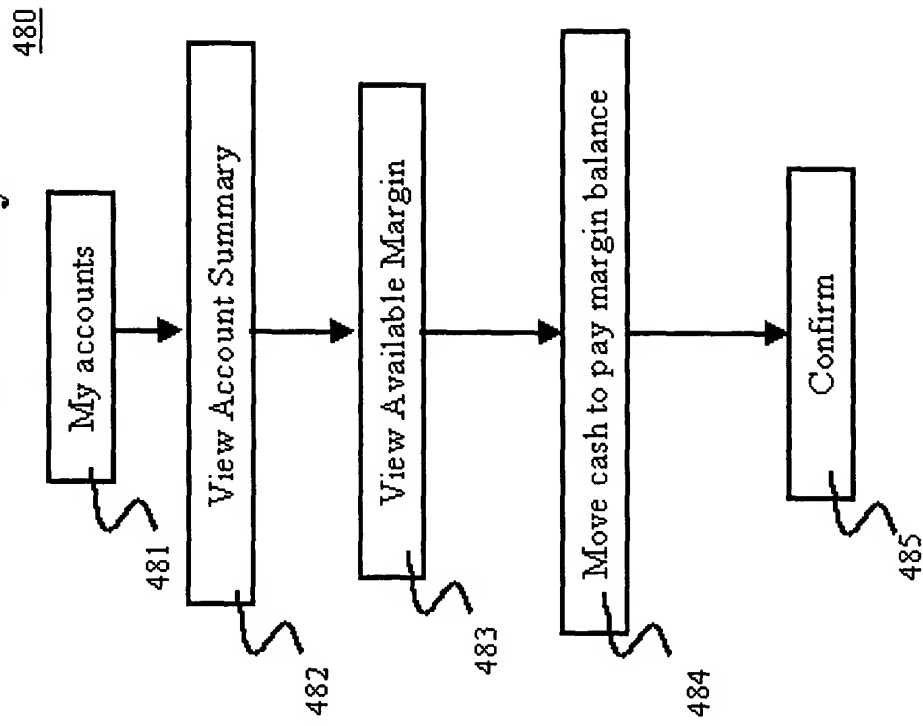




FIG 49

490
491

Name	DIRECT TRADE	Current Market Value	Actions
<b>Big Dog</b> (#EA0001500U)			<div style="display: flex; justify-content: space-between;"> <div> <div>CREATE FOLIO</div> <div>+</div> </div> <div> <div>Create a New Folio</div> <div>+</div> </div> </div>
Folio Holdings			
<u>Folio</u>		\$5,000.00	<div>Prepare a Window Trade</div> <div>+</div>
Non-Folio Holdings		\$0.00	<div>Prepare a Direct Trade</div> <div>+</div>
Cash & Money Funds		\$20,000.00	<div>Set up EFT</div> <div>+</div>
Outstanding Margin Balance		<div style="border: 1px solid black; padding: 2px;"> <div style="display: flex; align-items: center;"> <div style="font-size: 2em; margin-right: 5px;">S</div> <div>(\$5,000.00)</div> </div> </div>	
Total Market Value		\$20,000.00	

FIG 50

Go 

View Summary:

500

	Current Market Value	Change	Previous Close	YTD Return
--	----------------------	--------	----------------	------------

Total Value: \$100,000.00

\$20,000.00

Securities

\$0.00

\$0.00

Folio Holdings

Folio

\$5,000.00

\$5,000.00

Folio Margin Balance

(\$5,000.00)

(\$5,000.00)

501

Cash & Money Funds (Net)

Cash & Money Funds (Total)

\$20,000.00

\$20,000.00

Pending Cash

\$0.00

\$0.00

Available to Borrow

\$15,000.00

\$15,000.00

Buying Power

\$30,000.00

\$30,000.00

Total Margin Balance

(\$5,000.00)

(\$5,000.00)

Total Value

\$20,000.00

\$20,000.00

FIG 51

View Sheet Folio Description - Microsoft Internet Explorer

**Pay Outstanding Balance**

Your current outstanding margin balance on Folio FOLIO is (\$5,000).

Your current cash available is \$20,000.

How much do you wish to reduce this balance?

\$ 2,000.00

Continue

Total Value \$10,000.00

Securities \$10,000.00

Folio F \$10,000.00

No. 510

Cash (Net) 511

Ca (To) 512

Pe 513

Av 514

Out 514

FIG 52

View S

Folio Description - Microsoft Internet Explorer

Go

---

### Pay Outstanding Balance

\$2,000 in cash will be used to reduce your margin balance.

Your new outstanding margin balance for Folio FOLIO will be (\$3,000). Your total outstanding margin balance will be (\$3,000).

Are you sure you want to do this?

No 
Yes

Total Val

Secur

Folio

F

No

Cash (Net)

Ca

To

Pe

Av

Qu

521

522

520

523

\$10,000.00

\$10,000.00

## FIG 53

530

Want to see our Ready-to-go Folios?

Pick a Ready-to-go Folio & change it if you want

- Featured Folios See a collection of our popular pre-packaged Folios.
- Categories of Folios Explore Folios by market indexes, sectors, and other major categories.
- All our Folios Browse through our Folios in alphabetical order.

Want to build your own Folio?

Build your own Folio

- Stock-by-Stock Put your own stock picks into a Folio.
- Stock Selector Use tools to screen stocks.
- Beta Selector See the Folios that match your tolerance for risk.
- Internal Stock Transfer Transfer stocks into a new Folio or between Folios.

Want to send an order directly to the market?

Place a Market Order

Use Direct Trade to place a market order for \$14.95 per security outside of a Folio. (To place a market order for a Folio, select your Folio and on the "Preview and Place Order" page you can change from a Window Trade to a Direct Trade.)

[Return To My Accounts](#)

**FIG 54 -- Margin and Folio Summary**

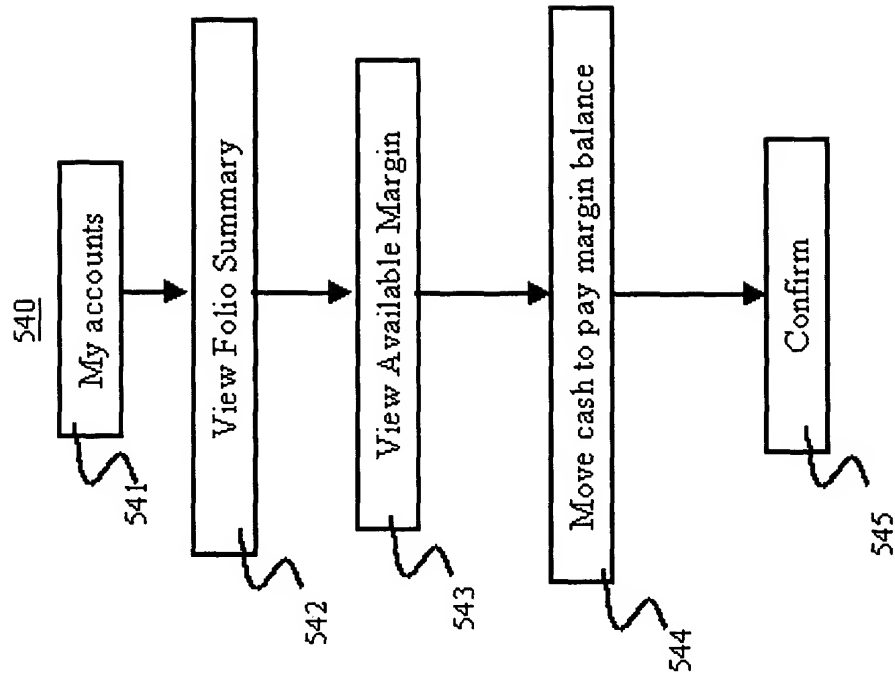


FIG 55

550

Name	Current Market Value	Actions
<b>Big Dog</b> (#EA00015000U)		<b>Create a New Folio</b>
Folio Holdings		
<u>Folio</u>		
Non-Folio Holdings	\$5,000.00	<b>Prepare a Window Trade</b>
Cash & Money Funds	\$0.00	<b>Prepare a Direct Trade</b>
Outstanding Margin Balance	\$20,000.00	<b>Setup EFT</b>
Total Market Value	<div style="text-align: right;">                     551                      (\$15,000.00)                      \$20,000.00                 </div>	

## FIG 56

560

	Current Market Value	Previous Close	Change	YTD Return
Folio Suppliers	\$5,000.00	\$5,000.00		
<u>Outstanding Margin Balance</u>	(\$5,000.00)	(\$5,000.00)		
	561	562		

Action	Description
<u>View Transaction History</u>	Provides detailed transaction history
<u>View Proportions</u>	View your Folio's current proportions and target proportions - use our tools to set new target proportions
<u>View Holdings</u>	Provides detailed holdings information
<u>View Order Status</u>	Provides order details for all accounts
<u>View Tax Information</u>	Provides tax lots and cost basis detail
<u>View Performance</u>	Compares your performance against a specified benchmark
<u>Reduce Margin Balance</u>	Use cash available to reduce you margin balance.
563	



FIG 57

View Site

Folio Description - Microsoft Internet Explorer

Go

View Return

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### Pay Outstanding Balance

Your current outstanding margin balance on Folio FOLIO is (\$5,000).

Your current cash available is \$20,000.

How much do you wish to reduce this balance?

\$5,000.00

Continue

Total Value

Securities

Folio

Folio

No.

Cash (Net)

Ca

(To)

Pe

Av

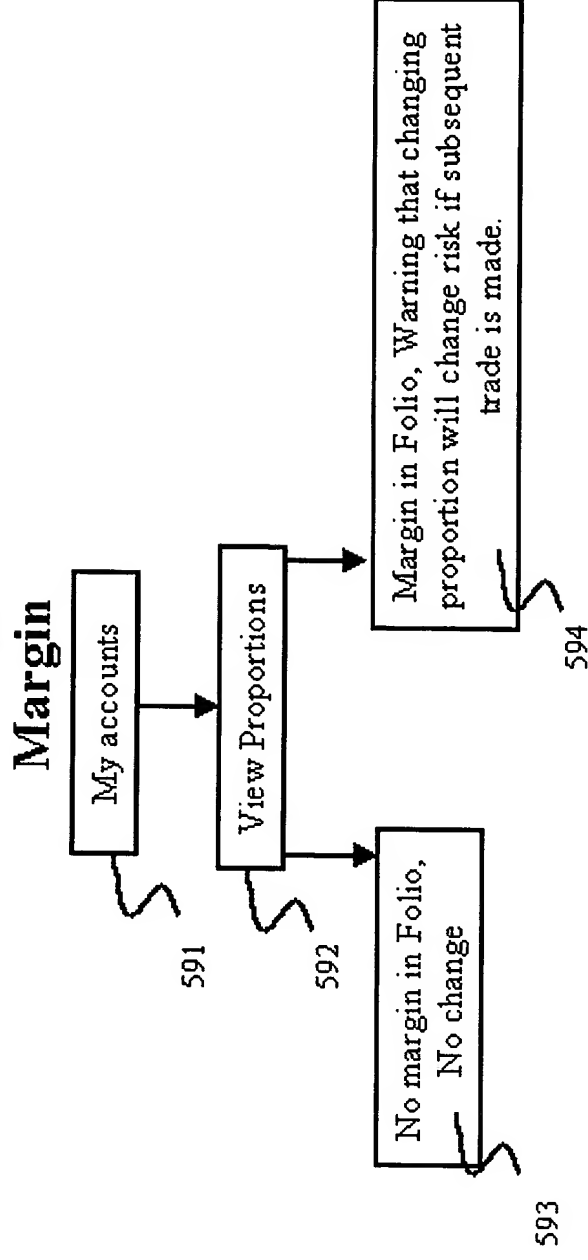
Out

Total Value

**FIG 58**

[illegible]

**FIG 59 -- View/Change Proportion and**



590

**FIG 60 -- Margin Resubmit  
Order/Order Status**

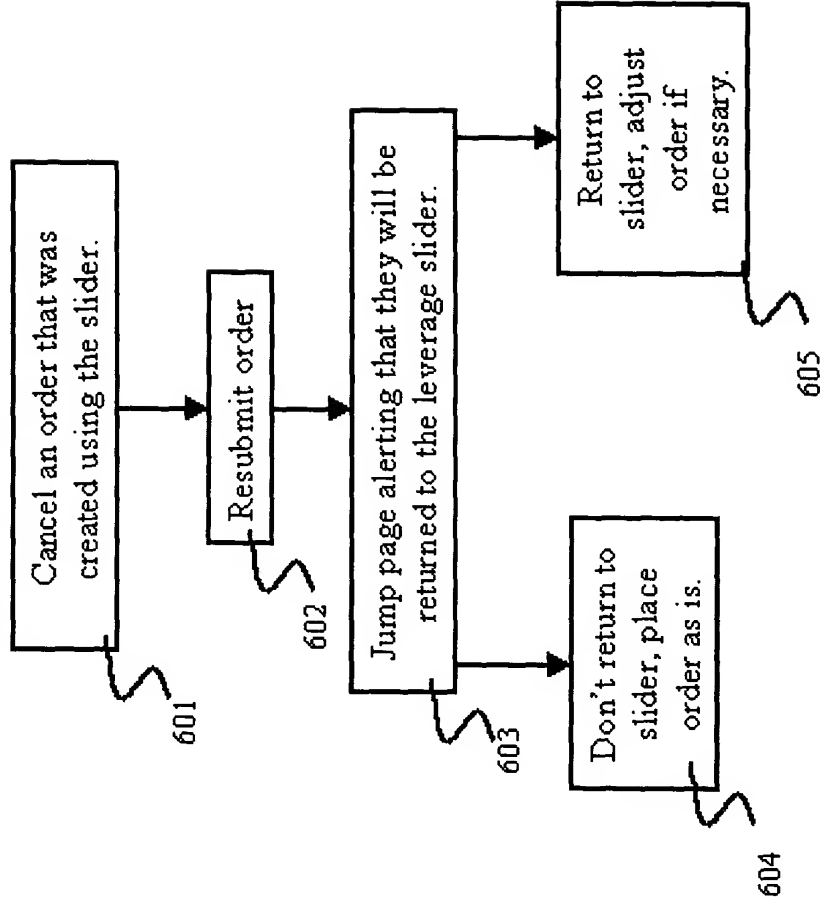


FIG 61

Order Status: **Analyst Growth**

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Change View to: **Analyst Growth**

Go

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Open Orders

Order Date [Action]	Status	Order#	Account FOLIO	Trade Type	Trade Description
04/24/2001 Easy Buy/Sell [cancel]   [modify]	Pending	0001CQ3E	Jay's Day Trader Analyst Growth	Dollar-based Window 10:00 PM 12/31/2001	Dollar Based buy: \$500 Cash \$500 Margin

Closed Orders

Date [Action]	Status	Order#	Account FOLIO	Trade Type	Trade Description
03/19/2001 Easy Buy/Sell	Cancelled	00016SAQ	Jay's Day Trader Analyst Growth	Dollar-based Window Buy 10:00 PM 03/20/2001	Buy: \$50.00